

What is claimed is:

1. A liquid ejection method of ejecting liquid from a movable ejection head onto a medium, said method comprising the steps of:
5 detecting a position of an end of said medium; and
 changing, according to a feed amount of said medium fed after said position of the end of said medium has been detected, at least either a starting position or a terminating position for ejecting said liquid from said ejection head being moved.
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2. A liquid ejection method according to claim 1, wherein:
 said ejection head starts liquid ejection at said starting position and terminates liquid ejection at said terminating position; and
15 the greater said feed amount is, the further the start of liquid ejection is advanced or the further the termination of liquid ejection is delayed.
3. A liquid ejection method according to claim 2, wherein said
20 start of liquid ejection is advanced or said termination of liquid ejection is delayed in proportion to a magnitude of said feed amount.
4. A liquid ejection method according to claim 1, wherein at
25 least either said starting position or said terminating position for ejecting said liquid from said ejection head being moved is changed according to
 said feed amount of said medium fed after said position of the end of said medium has been detected, and
30 a predicted maximum skew angle of said medium.

5. A liquid ejection method according to claim 1, wherein said liquid is ejected targeting on an entire surface of said medium.

5 6. A liquid ejection method according to claim 1 wherein:
said position of the end of said medium is detected by a sensor;

said sensor includes

a light emitting section for emitting light, and

10 a light receiving sensor for receiving said light that
moves in a main-scanning direction in accordance with a
movement of said sensor in the main-scanning direction; and
said position of the end of said medium is detected according
to a change in an output value of said light receiving sensor that
15 is caused by passing of said light, which has been emitted from
said light emitting section moving in said main-scanning
direction, across said end of said medium.

7. A liquid ejection method according to claim 6, wherein:
20 each position of two ends of said medium that differ in
position in the main-scanning direction is detected according to
a change in output values of said light receiving sensor that is
caused by passing of said light, which has been emitted from said
light emitting section moving in said main-scanning direction,
25 across each of said two ends of said medium;

said starting position is changed in accordance with the
position of one of said two ends having been detected; and

said terminating position is changed in accordance with the
position of the other one of said two ends having been detected.

8. A liquid ejection method according to claim 1, wherein:
said position of the end of said medium is detected by a
sensor;

said sensor is provided in/on a movable moving member that
5 comprises said ejection head; and

said sensor includes

a light emitting section for emitting light, and
a light receiving sensor for receiving said light that
moves in a main-scanning direction in accordance with a
10 movement of said sensor in the main-scanning direction.

9. A liquid ejection method according to claim 8, wherein:
while making said moving member move in a main-scanning
direction,

15 said position of the end of said medium is detected
according to a change in an output value of said light
receiving sensor that is caused by passing of said light,
which has been emitted from said light emitting section
moving in said main-scanning direction, across said end of
20 said medium, and

said liquid is ejected from said ejection head onto
said medium.

10. A liquid ejection method according to claim 1, wherein:
25 said liquid is ink; and
printing is carried out on a print medium, which is said
medium, by ejecting said ink from said ejection head.

11. A liquid ejecting apparatus comprising:
30 a movable ejection head for ejecting liquid;

a feed mechanism for feeding a medium; and
a sensor for detecting a position of an end of said medium,
wherein at least either a starting position or a terminating
position for ejecting said liquid from said ejection head being
5 moved is changed according to a feed amount of said medium fed
by said feed mechanism after said position of the end of said medium
has been detected by said sensor.